



WEWS

ORDER

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Flight Dates 10/05/12-10/11/12

		<u>Product</u>		
<u>Contract / Revision</u>	300787 /	NRCC IE 2012		
<u>Original Date / Revision</u>		<u>Agency Com</u> 15%		
	06/15/12 10/08/12	<u>Billing Contact</u>		
<u>Advertiser</u>	NRCC IE	815 Slaters Lane		
		Alexandria, VA 22314		
<u>Agency</u>	National Media Inc			
<u>Buying Contact</u>		<u>Sales Office</u> EWSDC		
815 Slaters Lane		<u>Sales Region</u> NAT		
Alexandria, VA 22314		<u>Agency Ref</u>		
<u>Primary Account Executive</u>				
Daniel Baylog				

Account Executive	Order%	Start Date	End Date
Daniel Baylog	100%		

<u>Order Sep</u>	00:20:00
<u>Estimate #</u>	2602 - TV Oct 5 - Oct 11
<u>Alt Order #</u>	
<u>Billing Type</u>	Cash
<u>Order Type</u>	GENERAL
<u>Billing Cycle</u>	EOM/EOC
<u>Billing Calendar</u>	BROADCAST
<u>Demographic</u>	A35-64
<u>Rev Codes</u>	POL POL PARTY
<u>Product Codes</u>	PL
<u>Priority</u>	P-1
<u>Advertiser Ref</u>	

Primary Account Executive
Daniel Baylog

Competing Station	Order Share %	Market Value	Amount
CABLE	%		
UNKWN	100%		
WBNX	%		
WDLI	%		
WEAO	%		
WGNN	%		
WJW	%		
WKYC	%		
WMFD	%		
WOAC	%		
WOIO	%		
WQHS	%		
WUAB	%		
WVIZ	%		
WVPX	%		

Order Totals					Billing Plan				
Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	36	\$55,462.50	\$65,250.00	0.00	10/01/12	10/11/12	36	\$55,462.50	\$65,250.00
Totals	36	\$55,462.50	\$65,250.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Totals					
										Rate	Pri	Rtg	Type	Spots	Amount
N 1	WEWS	10/05/12	10/11/12	M-F GMC 6-7a M-F GMC 6-7a	CM	6-7a	MTWTF--	:30	2	\$550.00	P-2	0.00	NM	5	\$2,750.00
Start Date	End Date	Weekdays		Spots/Week		Rate		Rating							
Week: 10/01/12	10/07/12	-- -- F --		1	\$550.00	0.00									
Week: 10/08/12	10/14/12	MTWT---		4	\$550.00	0.00									
N 2	WEWS	10/05/12	10/11/12	M-F GMA 7-9a M-F GMA 7-9a	CM	7-9a	MTWTF--	:30	1	\$600.00	P-2	0.00	NM	5	\$3,000.00



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<u>Contract / Revision</u>	300787	<u>Flight Dates</u>	10/05/12-10/11/12	<u>Hiatus Dates</u>					
<u>Original Date / Revision</u>	06/15/12/ 10/08/12			<u>Order Sep</u>	00:20:00				
<u>Advertiser</u>	NRCC IE	<u>Product</u>	NRCC IE 2012	<u>Estimate #</u>	2602 - TV Oct 5 - Oct 11				
Ln	Ch	Start	End	Inventory Code	Break Start/End Time Days Len Spots Rate Pri Rtg Type Spots Amount	Totals			
N 2	WEWS	10/05/12	10/11/12	M-F GMA 7-9a M-F GMA 7-9a	CM 7-9a MTWTF-- :30 1 \$600.00 P-2 0.00 NM	5 \$3,000.00			
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>		
		Week: 10/01/12	10/07/12	----F--	1	\$600.00	0.00		
		Week: 10/08/12	10/14/12	MTWT---	4	\$600.00	0.00		
N 3	WEWS	10/05/12	10/11/12	M-F 9-10a M-F 9-10a	CM 9-10a MTWTF-- :30 2 \$550.00 P-2 0.00 NM	3 \$1,650.00			
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>		
		Week: 10/01/12	10/07/12	----F--	1	\$550.00	0.00		
		Week: 10/08/12	10/14/12	M-W----	2	\$550.00	0.00		
N 4	WEWS	10/05/12	10/11/12	M-Su 630-7p WNT M-Su 630-7p WNT	CM 630-7p MTWTFSS :30 1 \$2,000.00 P-2 0.00 NM	2 \$4,000.00			
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>		
		Week: 10/01/12	10/07/12	----F--	1	\$2,000.00	0.00		
		Week: 10/08/12	10/14/12	-T-----	1	\$2,000.00	0.00		
N 5	WEWS	10/06/12	10/06/12	SA 7-8p Rotation SA 7-8p Rotation	CM 7-8p -----S- :30 1 \$1,300.00 P-1 0.00 NM	0 \$0.00			
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>		
		Week: 10/01/12	10/07/12	-----S-	1	\$1,300.00	0.00		
Spot	Ch	Date Range	Description	Start/End Time	Weekdays	Length	Rate	Rtg	Type
1	WEWS	10/01/12-10/07/12	SA 7-8p Rotation	7-8p	-----Sa--	:30	(\$1,300.00)	0.00	NM
See MG 12.2, 12.3									
[N/A PGM CHG TO PLACE CORRECT INVENTORY CODE TO - SA 7PM NEWS OR SA 730P MOTION]									
N 6	WEWS	10/05/12	10/11/12	M-F 7-730p M-F 7-730p	CM 7-730p MTWTF-- :30 2 \$1,000.00 P-2 0.00 NM	5 \$5,000.00			
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>		
		Week: 10/01/12	10/07/12	----F--	1	\$1,000.00	0.00		
		Week: 10/08/12	10/14/12	MTWT---	4	\$1,000.00	0.00		
N 7	WEWS	10/05/12	10/11/12	M-F 730-8P M-F 730-8P	CM 730-8p MTWTF-- :30 1 \$1,000.00 P-2 0.00 NM	5 \$5,000.00			
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>		
		Week: 10/01/12	10/07/12	----F--	1	\$1,000.00	0.00		
		Week: 10/08/12	10/14/12	MTWT---	4	\$1,000.00	0.00		
N 8	WEWS	10/06/12	10/06/12	OSU Football Ohio State Football	CM 12p-1130p -----S- :30 1 \$30,000.00 P-1 0.00 NM	1 \$30,000.00			
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>		
		Week: 10/01/12	10/07/12	-----S-	1	\$30,000.00	0.00		
N 9	WEWS	10/08/12	10/11/12	M-SU 11-1135P Late NeOM M-SU 11-1135P Late New	CM 11-1135p MTWTF--- :30 3 \$2,400.00 P-2 0.00 NM	3 \$7,200.00			
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>		
		Week: 10/08/12	10/14/12	M-WT---	3	\$2,400.00	0.00		
N 10	WEWS	10/07/12	10/07/12	SU 1125p-12a Sports Ext SU 1135p-12a Sports Ext	CM 1135p-12x -----S :30 1 \$550.00 P-2 0.00 NM	1 \$550.00			
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>		
		Week: 10/01/12	10/07/12	-----S	1	\$550.00	0.00		
N 11	WEWS	10/05/12	10/11/12	M-F 1135p-1202a Nightl CM M-F 1135p-1202a Nightlir	CM 1135p-1207x MTWTF-- :30 1 \$900.00 P-2 0.00 NM	3 \$2,700.00			
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>		
		Week: 10/01/12	10/07/12	----F--	1	\$900.00	0.00		
		Week: 10/08/12	10/14/12	-T-T---	2	\$900.00	0.00		
N 12	WEWS	10/06/12	10/06/12	SA 7-8p Rotation SA 7-8p Rotation	CM 7-8p -----S- :30 1 \$1,200.00 P-2 0.00 NM	2 \$2,500.00			



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Contract / Revision **300787** Flight Dates **10/05/12-10/11/12**

Hiatus Dates

Original Date / Revision 06/15/12/ 10/08/12

Order Sep 00:20:00

Advertiser **NRCC IE**

Product NRCC IE 2012

Estimate # 2602 - TV Oct 5 - Oct 11